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REMARKS

The application has been reviewed in light of the final Office Action dated June 1, 2005. Claims 1-61 are pending, with claims 1, 15, 29 and 43-45 being in independent form. By this Amendment, claim 14 has been converted into independent form without introducing any additional features, and claims 1-3, 15, 29, 43 and 44 have been amended to clarify the claimed invention. Applicant submits that no new matter is introduced by this Amendment.

Claims 2 and 3 were rejected under 35 U.S.C. §112, second paragraph, as purportedly indefinite.

By this Amendment, claims 2 and 3 have been amended to clarify the claimed invention.

Withdrawal of the rejection under 35 U.S.C. §112 is requested.

Claims 1-10, 15-24 and 29-61 were rejected under 35 U.S.C. §102(e) as purportedly anticipated by U.S. Patent No. 6,622,174 to Ukita et al. Claims 11, 12, 25, 26 and 55-57 were rejected under 35 U.S.C. §103(a) as allegedly unpatentable over Ukita in view of U.S. Patent No. 5,701,497 to Yamauchi et al. Claims 13 and 27 were rejected under 35 U.S.C. §103(a) as allegedly unpatentable over Ukita in view of U.S. Patent No. 5,884,246 to Boucher et al.

Applicant has carefully considered the Examiner's comments and the cited art, and respectfully submits that independent claims 1, 15, 29 and 43-45 are patentable over the cited art, for at least the following reasons.

This application relates to improvements to a facsimile apparatus which occupy the attention of a user of the facsimile apparatus while the user is waiting for a document (fed by the user) to be scanned or transmitted by the apparatus. The facsimile apparatus includes a scanner section, a display device and a network interface device (for connecting the facsimile apparatus to a network and transmitting and receiving facsimile data through the network).

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The facsimile apparatus further includes means for acquiring advertisement information from an advertisement server connected to the network via the network interface device, and displays the advertisements on the display device, while the document is being scanned or transmitted. Each of the independent claims includes these features.

Ukita, as understood by Applicant, is directed to a handheld, portable communication terminal (such as a PDA), which is adapted to provide advertisement information to a user of the terminal which is selected according to user profile information. The portable communication terminal of Ukita has communication functions for transmitting in any of several communication modes, such as electronic mail and facsimile communication. In the case of facsimile communication, the user can use a memo function to enter the information to be faxed, and then selecting a fax transmission function to transmit the memo by facsimile transmission.

Applicant does not find disclosure or suggestion in Ukita of a facsimile apparatus including a scanner section, wherein advertisements are displayed while a user of the facsimile apparatus is waiting for a document (fed by the user) to be scanned by the scanner section, as provided by the claimed invention of claim 1 as amended.

Yamauchi, as understood by Applicant, is directed to a telecommunication apparatus which includes a translation unit for translating a received document from a source language to a target language. Yamauchi is cited in the Office Action cites as purportedly disclosing that the translating unit can identify the original language based upon various commands included in the facsimile protocol.

Boucher, as understood by Applicant, is directed to techniques for translating communications transmitted via a computer network from a first language to a second language via the Internet. Boucher is cited in the Office Action as purportedly disclosing means for

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determining the language into which the message is to be translated.

Applicant does not find disclosure or suggestion in the cited art, however, of a facsimile apparatus comprising a scanner section, a network interface device, an advertisement information acquiring device, a display device and a displaying control device, wherein advertisements are displayed while a user of the facsimile apparatus is waiting for a document to be scanned by the scanner section, as provided by the claimed invention of claim 1 as amended.

Independent claims 15, 29 and 43-45 are patentably distinct from the cited art for at least similar reasons.

Accordingly, for at least the above-stated reasons, Applicant respectfully submits that independent claims 1, 15, 29 and 43-45, and the claims depending therefrom, are patentable over the cited art.

If a petition for an extension of time is required to make this response timely, this paper should be considered to be such a petition. The Office is hereby authorized to charge any additional claim fees and any other fees that may be required in connection with this amendment and to credit any overpayment to our Deposit Account No. 03-3125.

If a telephone interview could advance the prosecution of this application, the Examiner is respectfully requested to call the undersigned attorney.

Allowance of this application is respectfully requested.

Respectfully submitted,



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